

PRESS RELEASE

Rolled out in 37 stores in Madrid and Andalusia

Cortefiel stores reduce their energy consumption by 15% with Telefónica Empresas' IOT ECO SMART solution

- **It enables them to automate the energy and remote management of both the lighting and the air conditioning of their stores**
- **The accumulated energy savings in the 37 stores amount to more than 3,700 MWh, equivalent to the annual electricity consumption of 1,060 Spanish households**
- **Soon, 17 more stores will be join the scheme, in which, on an annual basis, energy savings of more than 300 MWh will be made.**
- **The possibilities offered by this solution are especially important in crisis situations such as the present one, as it allows immediate adaptation to schedules, store occupancy flow, temperature changes, ventilation and air renewal requirements, etc.**
- **The two firms are working together to move forward towards a low-carbon economy by taking advantage of technological advances**

Madrid, 17 November 2020.- A total of 37 Cortefiel stores in Madrid and Andalusia of the Tendam group have succeeded in reducing their energy consumption by 15% thanks to the implementation of Eco Smart solutions from Telefónica Empresas based on Internet of Things (IoT).

Specifically, the stores have tools that allow them to automate the energy management of both lighting and air conditioning. Thus, the accumulated energy savings in these 37 stores amount to more than 3,700 MWh, equivalent to the annual electricity consumption of 1,060 Spanish households.

In addition, these IoT solutions from Telefónica Empresas will be implemented in 17 more stores in the coming months, achieving energy savings of more than 300MWh. a year.

100% of the energy consumed in all the TENDAM Group's stores in Spain comes from renewable energy (with a Certificate of Guarantee of Origin), with which the company avoids the emission of 30,000 Tn of CO₂ per year.

Telefónica Empresas' IoT solutions in Cortefiel stores are aimed at consuming less energy, achieving greater comfort by providing the optimum lighting and temperature at all times and reducing their environmental footprint to become more sustainable. They are based on the Building Automation and Energy Efficiency tool deployed in Telefónica's network, which enables all the fashion company's stores to be automated, monitored and managed centrally and remotely.

In addition, it provides a set of reports that make up a large-scale dashboard to help Tendam make decisions to be more efficient and reduce energy expenditure.

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In this regard, the remote management possibilities of this tool have made it possible to reduce call-outs by the maintenance team, a key factor in the crisis caused by Covid-19. Specifically, it allows remote measurement and adjustment of energy consumption, display of the history and analysis of electricity demand, manual and automatic management of lighting and air conditioning, as well as extraction and display of the building's air conditioning and lighting parameters in real time. In addition, this solution facilitates the analysis of consumption information through reports, alert management, monitoring of incidents at supply points, warnings about deviation from parameters, calculation of optimum contracted power, load curve diagnostics and recommendations on the installations in order to achieve greater energy savings.

The implementation of these solutions is part of the strategy of both Tendam and Telefónica to make a real contribution to decarbonisation. Both companies already use renewable energy and promote eco-design to offer products that contribute to sustainability.

As Agustín Cárdenas, Director of Business Transformation at Telefónica Empresas, pointed out, "Digitalisation is essential to achieve a greener and more prosperous economic recovery. Hence our Eco Smart solutions, which help to reduce energy and water consumption, CO₂ emissions and promote circular economy. Our collaboration with Cortefiel shows the benefits and is a first step of others that we hope to take together with Tendam to consolidate IoT solutions as a tool for savings and environmental protection.

Laura Redondo, Director of General Purchasing at Tendam, points out that "the capillary network of Tendam's brands is essential to the company's omnichannel model and key to the commitment to innovation and sustainability to which the entire organisation is committed. We are committed to the growth of sustainable garments, achieving significant reductions in CO₂ emissions, -30% by 2019-, and with this first phase of the IoT Project with Telefónica we see clear possibilities for further reducing energy consumption and increasing the operational and environmental efficiency of our physical stores."

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About Tendam

Tendam is one of the leading European companies in the fashion sector specialising in brand management in the premium mass market segment. The company currently has five brands: Cortefiel, Pedro del Hierro, Springfield, Women'ssecret, Hoss/Intropia and Fifty outlet stores. Each one of them with its own design team, commercial structure and management. Present in more than 70 countries and with nearly 2,000 points of sale, it distributes through its own stores, e-commerce and franchises. For more information, please visit www.tendam.es

About Telefónica Empresas

Telefónica, through Telefónica Empresas, aims to help companies in their digital transformation, based on 6 main technological fields: connectivity, cloud, IoT, security, big data and the solutions that make workplace digitalisation possible. Telefónica Empresas provides a centralised and comprehensive service for each of the projects.